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To: ATR-Real Estate Workshop  
Subject: Competition Policy and the Real Estate Industry Workshop

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I am writing in regards to the public workshop in Washington, DC, entitled "Competition Policy and the Real Estate Industry." As a newer Realtor, I can tell you that the industry is extremely competitive. I have never received a full 6% commission for a listing. In fact, I have lost many clients to agencies who will list home for smaller commissions. At the same time, the payment structure to brokers remains the same as it was during the era of full commissions. The result is actually less money to front line Realtors for the same amount of business - all because of competition in the industry.

All of us serve localized markets where we compete for business every day. Fierce competition is fueled largely by the uniquely intense and personalized nature of the service we provide to our clients -- which, in turn, determines our future success through referrals and return business.

Barriers to entry are low. If you are willing to take the time to learn the business in your local market, pass the state license examination and adhere to the REALTOR code of ethics, there is nothing to stand in the way of success in this industry. I had to learn the business and pass the state licensing examination, but it is my own work ethic, commitment to professional standards and dedication to client satisfaction that determine my success.

Regards,

Joe Tradii  
Realtor

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